

4th International Conference on New Horizons in Education

Communication models and sensitivity approaches for intercultural peace education

Bilgehan Gültekin^{*,a}, Tuba Gültekin^b^aAssoc.Prof.Dr., Ege University, Faculty of Communication, izmir TURKEY^bAssist. Prof. Dr., Mugla University, Faculty of Education Mugla TURKEY

Abstract

In today's world where intercultural communication stands as a cornerstone determining the world peace, educating the international community about peace and maintaining an effective peace language on the intercultural platform should be one of the main communicational routes to achieve. Peace education embraces a wide range of ideas ranging from creating a peace literature on which international community agrees to developing unique and innovative models for peace. Artistic productivity is one of the main topics for peace education. In this study titled "Communication Models and Sensitivity Approaches for Intercultural Peace Education", peace education through the concept of sensitivity and the strong emphasis of art on peace education will be structured. Also communication efforts in educating the society through peace will be annotated through models and unique public relation activities. Techniques of molding a public opinion on Peace Education, civil society and media's role on educating the society, reinforcing the education with initiatives by artists, international organizations and educational institutions captaincy for peace, peace literature education, emphasizing on democracy through peace education and a strong call for democracy to world public opinion are other important topics on this subject.

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Selection and peer-review under responsibility of The Association of Science, Education and Technology-TASET, Sakarya Universitesi, Turkey.

Keywords: Intercultural communication, peace education, artistic sensitivity

1. Introduction

In communication and education campaigns of peace, one of the most important and strategic steps is establishing the persuasive communication framework. Persuasive communication framework for peace means a common belief accepted in society and a unity of conscience for the development and creation of the terms of peace. Therefore, on the basis of any peace attempts and initiative there is a portrait of persuasive

* Assoc.Prof.Dr. Bilgehan Gültekin, phone: +90533 525 69 41; e-mail address: bilgehangultekin@hotmail.com

communication. As the first step in the communication activities of the peace the public should awaken a desire and effort for the necessity and realization of the peace. In order to spread the peace culture and place it in the centre of the public communication, the desire and need for the peace must be portrayed.

The peace communication and the basis of awareness campaigns are on the point of portrayal of this need and mobilization of the social dynamics for the internalization of peace. Mobilizing the social dynamics based on peace, at the same time, means settling a peace movement that leads society. Communication and artistic campaigns are the expression of the power to create public opinion of the peace communication and education.

1.1. Communication Models For Peace Education

Regarding peace education subject in intercultural communication, the communication campaigns and models have an effective role. Configuring the peace education on a sensitive point and in order to establish a sensitive peace axis, the strategic support of art and communication campaigns and activities have unifying qualities. One of the approaches suggested in this sense is the "impact of the negotiation messages". The effect that peace-oriented communication messages are encoded and shared with the public is recommended to be configured with the "thematic map model of the message"

1.1.1. Thematic Map Model of the Message

Mapping of the message in peace education; it means persuading the target audience of the campaign on the broadest perspective and highest profile, the most attendee initiative, in the most effective collaboration platform and public in an ideal peaceful point. "Peace education strives to empower people by providing them with knowledge about strategies that can be used to build peace"(Harris and Morrison,2003). Mapping also includes all communication techniques and activities for peace in all the right spots with the right contents and right timings. to ensure an effective flow of communication with planning, it is needed to bring the public in the most peaceful spot and at this point to develop communicative and artistic campaign models. In the shaping of the public opinion with the thematic mapping towards peace, capturing the most peaceful spot, a scale that is including the peace bureaucracy, peace lodge and human rights hall approaches are recommended.

a) Building a Peace Bureaucracy Responsive to Peace:

One of the most important stages of the scale is building a peace bureaucracy responsive to peace. Peace bureaucracy includes the subject of officials that can show initiatives in the name of the peace in levels of various official institutions and organizations create peace protocols and providing the message planning of peace in the official level and training of these personal.

Peace bureaucracy at this point is not a cumbersome structure crushed under official correspondence, the procedures and guidelines but means a peace group that will draw the official map and profile of peace and direct the peace education in an official state. For this reason, it is necessary to examine the concept of peace bureaucracy and establish the formation of the peace process on solid foundations.

The appointment of the young talents receiving higher education on the subject of peace and having a degree on intercultural peace in international institutions and organizations

-The appointment of an official "intercultural peace representative" whose study area is only peace, in Consulates and Embassies

- The establishment of a peace institute by the Ministries of Foreign Affairs and the appointment of the graduates of the this institute that gives one year training program in foreign ministries staff as "peace executive"

- Establishment of peace journalism council which includes representatives of journalist from the country's leading media organizations and the three peace journalists chosen among the group by them, taking the media leadership on the peace issue
- Establishing the "undersecretariat of peace" in the organizational chart of the Ministries of Foreign Affairs, "Undersecretariat of Peace Education" within the Ministries of National Education and "Undersecretariat of Peace Culture" within the Ministry of Culture and running high level initiatives for peace-
- To strengthen the artistic expression of peace and to establish artistic peace motifs that would find ground titled "peace artists" title by the government of the countries to the artists contributing to the peace and support of the peace initiatives of these artists by the governments.

b) Peace Lodge

In order to strengthen intercultural peace emphasis and to configure the most powerful peace emphasis in the frame of international public sensitivity, the suggested peace lodge approach is a structure that will manage persuasive peace initiatives and attempts about intercultural peace subjects. Peace lodge is a proposed approach to prompt the international public opinion about peace subject and to bring forward the intercultural sensitivity. "Peace is a concept that derives from a vision of that world that transcends frontiers, ethnicities, nationalities, religions, and those human differences used to rationalize war and oppression"(Alger,1998).The most important part of the approach is the parliamentary diplomacy that is conducted by the variety of units and the method of voting held by the United Nations, NATO, the European Union and other international organizations and institutions. In International institutions and organizations, the major international events and issues are considered in various sessions and resolved by the voting held at the end of the sessions. In diplomacy this method is referred as parliamentary diplomacy. As in the case of parliamentary diplomacy with a decision that will be taken under the roof of the United Nations, creation of a peace lodge in the world's leading international institutions and organizations and by putting the various issues proposed and agreed by this peace lodge to voting in United Nations, realization of peace voting symbolically every week, announcement of the result of voting to the international community and with this perspective developing a peace education model is a strong peace call for the international community.

In order to establish this peace call in a strong axis, the most critical level is the election of the peace lodge and composing it with the right persons. With the participation of a representative from each country and for the structure that will be established with the name of " Permanent Peace Representative to the United Nations", within the body of the United Nations, a strong peace communication model should be developed. Elected "Permanent Peace Representative to the United Nations", under the leadership of the United Nations should be elected among the names who has successfully completed the " Peace Communication Training" conducted in coordination with the Foreign Affairs Ministry of each country and officially offered by the governments of the countries. In this perspective the first level is United Nation's determining the categories for the peace communication training. A two-year education program which is conducted by the Foreign Affairs of that country under the categories established according to the special conditions of each country should be performed within the body of "Permanent Peace Lodge Education Program".

c) Human Rights Corridor

To appear peace education and peace all over the world as a common sensitivity and as an attitude, universal awareness regarding human rights is a must. In the world societies, there is no peace for the oppressed, victimized and for each person, a group, a community whose rights are violated. Human rights education is not only a corrective complement to education for peace but that it is essential to the development of peacemaking capacities (Andreopoulos and Claude,1997). Thus, human rights education is one of the most critical topics during "Peace Guild Selection" process. The aim in the structure where each country's most prominent human

rights activists, academics and opinion leaders that contribute to the human rights in society give education is building a “human rights corridor” to raise awareness of universal human rights all over the world. In this context, 100 people who are the most sensitive to human rights in every country, and who have had important contributions to the development of human rights should be invited to the education with a call from the Ministries of Foreign Affairs of the countries which are members of peace communication and education project. In some cases, organizations with peace education program acknowledge in explicit terms the connection between human rights and peace and may include some coverage of human rights material in trainings (Mertus and Helsing, 2006).

These 100 people should be given a major human rights violations faced by the world and asked to develop a peace education model in the context of a personal project to resolve this violation. In this context, human rights education should also be included to the training programs of schools and the most important part of human rights corridor established under the leadership of the United Nations, from primary school to university, should consist of educational institutions in the world. The purpose of such an implementation is to gain public attention for the purpose of preventing human rights violations. Every week, to strengthen human rights with a different activity and to create it as a communication campaign model is one of the steps of the basic movement.

1.2. Peace Education And The Mediator Calls For Peace


In implementation of peace education with public relations campaigns and arts activities and establishing “intercultural peace references” project is a decisive and effective project. Establishing “intercultural peace references” is creating symbols of peace which different cultures can take as a reference. In the establishment of intercultural peace references, rather decisive role of public relations, artistic activities and their campaigns are what matters. Decisive steps of intercultural peace references are as follows.

1. International peace testimonials reflect a common starting point for peace and a strong peace initiative before all the world's cultures and nations. In the intercultural platforms, to establish a strong call for the peace is to get hold of the strongest and reconciling, persuasive starting point of message of peace. To get hold of the reconciling call on behalf of the peace and to transform that call to an intercultural peace campaign model is a framework which activates the sensitivities. Thus, it is primarily needed to build a communication model of peace call. To share the active peace call, it is necessary to adopt the common language of the leaders of the peace and to make those leaders as the symbols of the campaign. Every country and region has peace leaders who have dedicated their life to peace and established a strong initiative for the peace. Transforming those leader's common efforts and beliefs to a peace message and to an intercultural communication symbol is a rational step in providing a mediator symbol. Thus, under the leadership of a leading university in each country, with the participation of the leaders of that country's peace, "intercultural peace congress" is recommended.

1.2.1. Creative Communication Symbols for Peace Communication

Section Removing the largest obstacles of peace in the world and creating an awareness of this issue is also a starting point for the peace education studies. For example, to develop a common stand against terrorism and to create a conscience symbol is a starting point in the peace education and peace campaigns. Therefore, in all the countries of the world, creating a common symbol to present a common stand against terrorism and placing that symbol in the foundations of peace campaigns is the main step towards reconciliation. Countries experiencing terrorism the most and the study of the developments in those countries are the two significant steps. In this regard, in the terrorist attacks that occurred in various parts of the world, “The doves are missing in the first taken photo in the world, A couple of dove wings in your heart against terrorism” slogan is recommended with the use of the first photos depicting the attacks to the world and together with the first taken photo in the world. The first photograph taken in the world by the French photographer Joseph Niepce Nicophore is a garden image and a

blurred vision of a pigeon nest on the roof of the hut is involved. In the point of peace communication, country flags are one of the symbols of reconciliation.

There are six types of forms where national flags are used the most. Among those forms, the most preferred ones are the three horizontal strips. Therefore, using those six formats in the form of a flag; the campaign “wave the national flag by your heart and the peace flag by your conscience: Conscience flag against the shame of humanity” is recommended. Using this slogan arranging the flags of each country side by side with a white flag prepared in the same format creates a common symbol in the creation of awareness and sensitivity. The most widespread blood type in the world can also be considered as a part of the communication campaign. As an example, the most widespread blood type is 0. Based on these data, the slogan “The most widespread blood type is 0, but the most powerful common belief is  ” is recommended.

The use of and the evaluation of the mediator symbols in the communication and awareness campaigns is a process accelerating the convincing of the international community about peace. Slogans used by the world's countries in this regard are effective communication methods in the creation of the conciliatory symbols. When the slogans are examined, it is observed that the most widely used word is unity or in unison. For example, the slogan of Germany; (Einigkeit und Recht und Freiheit- “Unity and Justice and Freedom”); Andorra (Virtus, Unita, Fortior- United strength is more powerful); Bahamas (Forward, Upward, Onward Together); Belgium (Eendracht maakt macht, L'union fait la force and Einigkeit gibt Stärke- Strenght is born out of unity), El Salvador

(Dios, Unión, Libertad- God, Unity, Freedom”); Indonesia ((Bhinneka Tunggal Ika- Unity in variety) can be counted. From this point forth: “ Peace with- Birlikte baris” slogan is another suggestion for the communication campaign.

In peace communication studies, the persuasive focus is on the integration of the peace with the aimed ideal and with a peace project that community can follow; operation of the common mind transformed into communication symbols. For example, the focus in the struggle against the terrorism can be peace without loss. In order to transform the response that inflict a heavy blow to peace and response to the terrorist attacks causing huge losses into a common response that all the world screams, it is needed to conceive the losses caused by the terror as a common threat and declaration of that perception and communicative expression of it is also needed. In this framework, the focus is the principle of “ peace without loss”. For example, in a peace campaign aimed at the Middle East countries, in the most famous squares of the capitals of the Middle Eastern countries,

extruding water with sprinklers for 5 minutes, at the same time and day with the participation of the hundred thousand and a campaign such as “There is peace in every spot where the water can reach: Do not get thirsty for peace, catch the peace with water” presents an approach that is trying to establish public sensitivity with water symbol.

1.2.2. Peace Communication Campaigns

While creating peace and consensus atmosphere in public, peace communication campaigns play a vital role in public education strategies and plans. Peace communication campaigns can be described as campaigns to help turn peace culture into a lifestyle, fill social conflict areas with peace themes. They also play a role in creating a powerful call for a strong peace and dialogue for the public to create a peaceful society with a sense of peace, and also they could help turn the faith shared by public into a pioneering feeling as well as providing future generations with a peaceful philosophy. In that view, they are public education campaigns conducted in order to overcome the prejudices that would lessen the impact of peace on public.

In order to create a leading educational role for peace communication campaigns in society and to help it change the social education, people need to be introduced with a strong communication model. In order to create a socially accepted communication model, the public should be provided with a generally accepted and reliable peace model. The first stage of the peace model is to evaluate the peace as a process and to conduct process management. It is necessary that each process be presented to the public in a reliable way and public support be obtained and following this progress after which a possible process would be accepted by the public, the other

process to be followed should be implied. When the topic is evaluated within the frame of peace education, it is necessary that the process should be defined and explained also its parameters should be shared. For example, in a peace communication campaign aiming at peace in the Middle East, the process should be shared with the public clearly. The stages of this can be summarized as providing a persuasive focal point, determining the sides of the peace in the peace portrait, enabling a negotiation platform to determine the peace leaders who will lead the process, determining the sides of the conflict and developing consensus policies for the conflict management, reaching to an agreement concerning the conditions that will bring peace and establishing specific peace conditions, as well as presenting the facilitators and determining the sides and areas that are closest to the peace, providing a validator perspective to reach a big agreement that will bring peace, ensuring peaceful public relation activities and communicative coding of the messages, choosing the strongest peace channels to be used in communication call and developing peaceful communication referendums for the overall approval and acceptance of the peace.

1.3. Intercultural Respect Model

One of the most important models of communication campaigns for peace and peace education is intercultural respect. The development of intercultural competence in general and in a multicultural teamwork setting in particular, largely depends on personal attributes such as cultural awareness, curiosity and respect (Guilherme and Garcia, 2010). Respecting and understanding the different cultures, peace, and communication are of vital importance. In order to develop the model of intercultural respect, one of the first steps to be followed is to form a communicative peace ecole. Communicative peace ecole is to create a universal stand that will be adopted by all humanity as a common attitude and that will be passed down from generation to generation and that expresses intercultural respect. While creating this ecole, the sensibility which communication and art activities will create has a big importance. Hence, establishing a sensitivity pact is an important communicative support. Sensitivity pact is taking the lead by the most sensible ones who are sensitive to the problems of the world and cultural communication and who lead the public with this sensitivity. A sensitivity scale should be developed for the sensitivity pact it to influence international community and to be regarded as a communication campaign.

Sensitivity scale should include the main criteria that would enable the international community to meet in a more sensitive path. The main sensitivity scale criteria suggested for peace communication and education can be described as follows:

- The perceivable effort for the protection of cultural heritage in the world and the country
- Taking a leading role in commemorating and embracing the human losses in any area of the world in a common communication platform.
- Conducting leading studies concerning climate and environment to mold a public opinion.
- Taking the lead in the education efforts to broaden the sense of peace among the young generations in order to hand down the peace concept from generation to generation.
- Leading the social and cultural projects for the good of underdeveloped countries and communities.
- Taking the lead in artistic and communicative activities in intercultural communication which will increase the sense of justice.
- Developing artistic and cultural products which will be a guide for intercultural peace.
- Taking the lead in art, communication and philosophical activities that will help the concept of peace on a vast area dominate and popularize peaceful idea.
- Ushering the society in the struggle against any kind of discrimination and symbolizing this struggle by way of communication and art.
- Finding new peace actors who will lead the society.

Another important element is to know and recognize the differences. To understand and beyond that to get to know the religious, sectarian, political, cultural differences, many studies and activities are needed in every parts

of the world in the 5 continents. The most strategic point of peace education is the reconciliation of the differences in the world. A rich diversity of peace education is promoted by the myriad contexts in which it is practised (Salomon and Cairns, 2010). Therefore, the issue of managing the differences should be put into the center of peace education and courses named “understanding and getting to know the differences” taught in secondary education. In that sense, it could be suggested that some cosmopolite centers around the world can be chosen and declared as “Harmonization Capitals”. The fact that these capitals host some public relations and communication activities to promote the reconciliation among the differences of the world would have an accelerating and strengthening effect on people to gain awareness. 20 harmonization capitals to be suggested are Turkey-Istanbul-Athens, Greece, Israel and Jerusalem, Ramallah, Palestine, Jordan-Amman, South Africa-Cape Town, United States-New York-New Delhi, India, Australia-Sydney, Canada-Toronto, Iraq-Baghdad, Germany-Berlin-Paris, France, England and London, Spain-Barcelona, Italy-Rome-Buenos Aires Argentina, New Zealand-Auckland, Kenya-Nairobi, China-Shanghai.

Giving peace education to harmonize with the differences in 100 pilot first and secondary education institutions in these 20 cities would have a positive effect on the establishment of intercultural respect. For example, all leaders of sects in the world can hold an event in the 20 cities co-organized with the participation of the people named “No denominational difference; Heart Awareness: Peace for the co-existence”. Organizing different public relations and communication activities in those 20 centers would raise the public awareness in international community. One of these is the intercultural project titled “Dream of 1000 years” which will symbolize the struggle against discrimination. It can be recommended that a film named “Dream of 1000 years” based on the children’s dreams that recall peace from each race, religion and sect can be produced with the cooperation of directors from every religion. The same can be repeated in the field of art.

1.4. Peace Communication Campaigns Within Peace Education

Peace education-oriented modeling has an important role in peace communication campaigns. One of the most ideal approaches is to increase the number of institutions that teach in the field of peace education among universities and to convince them to adopt the subject.

Locating the peace institutes to teach graduate master programs for 2 years in the field peace in symbolic centers and deciding their course schedule together with eminent peace experts would present an active structure in peace communication studies. The suggested centers are: Institute for Middle East Peace “: Egypt-Cairo,” Far East Institute for the Culture of Peace “Thai-Bangkok, Nuclear Peace Institute-Japan-Hiroshima in the United States: New York,” Institute for Interreligious Dialogue: Turkey-Istanbul, “Culture of Peace and Human Rights Institute “: Finland, Helsinki,” for Korean Peninsula Peace Institute “: South Korea: Seoul,” India-Pakistan Institute of Peace: India: New Delhi, Pakistan: Islamabad, Institute for Near East Peace: Lebanon-Beirut and Institute for Peace, Non-Discrimination: South Africa: Cape-Town.

In order to teach peace education starting from primary school, schedules complying with primary and secondary curriculum should be developed. War games played by children over internet are one of the leading obstacles in this process, which hinders peace perception among children. Hence, various methods should be developed appealing to primary school children’s needs and perceptions. For example, students can be given school reports showing their level of peace perception at the end of each term. It would be useful for children to be given school reports and detailed peace evaluations by peace experts who visit schools periodically, which will further their way of understanding the peace in the future. One of these educations to be taught in primary schools is listening education. Developing their listening-the-other ability is the most fruitful method in this respect. Much of education concerns itself with teaching the arts of written and spoken communication, but in peace education the emphasis is on listening, and communication is an active two-way process (Hicks, 1998). Therefore, increasing this listening ability under various subjects is of high importance for the future generations. For instance, in a role play aiming to enhance their listening (respecting) ability created in class atmosphere in which two students supporting two rival football teams listen to each other’s opinions and tell why they love their team so much can contribute their way of respect. This listening education to be carried out with the slogan of “If

We Have Seen the Same Dream Once We Can Be the Heroes of the Same World” will definitely prove positive in the end. This topic also bears a high importance in terms of overall social-oriented peace education. Especially the widespread movie cue “we are the people of different worlds” is imprinted in people’s minds not as a unifying but as a differential sentence. Especially in order to prevent those studying in secondary education from these cliches and let it remain just as a sentence in movies, the slogan “Children of Different World Catch the Stars of the Same World” can be recommended.

Rainbow is another symbol to be used in student-oriented communication campaigns. With the project titled “The most fair seven colors of the world meet in Rainbow; Catch all the Colors of the World in Peacebow (connotation for Rainbow)”, fraternity, (brotherhood) equality, justice and the struggle against discrimination concepts can be symbolized under a peace rainbow that will broaden their perception of peace.

The conflict education to be taught at schools is an important part of peace communication campaigns and social peace education. Hence, it would be a wise step to set up intercultural listening camps where children from secondary schools are given listening courses that would prevent conflicts through the agreements to be done among countries. For instance, the main qualities of the international listening camp to be established between Greece and Turkey are to be as follows:

- The topics to be negotiated between Turkish and Greek students should be mutually determined by Peace experts and training professionals.

Historical sites having symbolic value for in both countries should be selected for these camps such as the Acropolis and Ephesus. The aim of the camp should completely be to improve listening skills for “the other” and therefore a communication mechanism should be developed in which students listen to each other in 30-minute sessions on a given topic.

1.5. Peace Modellings

In peace campaigns and peace communication studies, the role of peace modeling is quite decisive. Peace modeling is the transformation of peace communication calls into persuasive communication strategies to process of the structuring of public opinion within the correct communication strategies and management. A direct strategy changes the other actors direction or momentum the way one billiard ball changes another, by hitting it head on (Paguette, 2003). The first of these modelings is the persuasive sharing modelings. The basic principles of persuasive sharing modelings are as follows:

1. In persuasive sharing modeling, communicative flow of peace calls should be analyzed first within the peace communication and peace education. For the communicative flow, the spot where the peace message will make the highest impact and provide an effective and powerful public opinion should be identified properly. The hot spot in the peace process is delivering the peace message which will be shared through the effective communicative channels to a wide target audience, which will build a sensitive public opinion and message's capturing the sensitive point and the ideal participant in the common conscience of the international community. In this regard, in order to conduct peace communication studies, it is needed to draw a peace map. Thus, understanding the core linguistic symbols may be critical to the initiation, negotiation, and resolution phases of any intercultural conflict episode (Toomey and Oetzel, 2001) For the peace map, it is needed to discern primarily the most dangerous and the most conflicted zones for the world peace as a campaign system and as a space for the peace campaigns. In the international communicative perspective, a campaign system which will recite symbolically human being's belief for the peace, their longing for peace with the strongest symbol and which will be a common peace mission for all the world are needed to be established. In order that the campaign system can express peace messages with a strong expression, peace diplomacy studies that will be conducted in the zone have importance. Peace diplomacy studies are the diplomatic studies which should be conducted within the politic and diplomatic mechanism for the management of the peace communication with strategies in the zones where expression of peace has the utmost importance for the human being's future. In this context, active

institutions and organizations of international political decision-making are primary target masses for the peace diplomacy.

Therefore, for the peace communication and education campaigns, establishing peace bureaucracy and creating a team of peace diplomacy reinforce especially the strategy and the power of decision making ability of peace communication campaigns. In the international political system, embassies and consulates should be evaluated in the context of effective bureaucracy in peace communication studies. The most important task of peace diplomacy is to enable making decisions regarding the intercultural peace in many regions of the world and to ensure the organization of referendums as a communication technique. For the governments in the world especially in areas of conflict, to disseminate the intercultural peace of a variety of cultural institutions and for the establishment of an effective communication mechanism for the world peace and to make decisions expressing their powerful wills towards peace will make an important contribution to the peace will-power in the world. In the international political decision-making, peaceful declaration of will-power in the part of a strong will-power is an important communicative symbol.

One of the active phases of peace bureaucracy and peace lobbying is to meet the world people with the persons whose peace messages are needed by those of the people. People who have the power to create a public opinion with their declarations, expressing peace messages and addressing to the public opinion provide a solid foundation for the intercultural peace studies with a firm stand and ground. At this point the Peace bureaucracy should conduct a peace-oriented traffic for peace. Considerations in the interview traffic to be carried out for peace are as follows:

1. Peace leaders to be elected in the interview traffic must be the correct names in terms of creating a public opinion.
2. Interview traffic should be handled in a conversation pyramid and each stage of the pyramid of the interview should be configured in a way to influence interview chain and to strengthen a step that will strengthen another step.
3. Decisions that have been taken at each stage of interview traffic should be regarded as precursors for the great agreement in binding framework.
4. In interview traffic, scheduling module should be created and the period of time of the actions and their orders should be determined. Sharing peace messages with the public opinion at the right time and the operation of peace-oriented right timing of the principles will support the public opinion shaping process towards peace.
5. As well as the determination of the main actors that will communicate with each other in interview traffic, new communication actors should be evaluated as a part of the interview traffic. New communication actors will provide the spread of the interview traffic with a chain effect and let it become public.
6. In the communication traffic towards peace, in order to catch the convincing focal point, it is necessary to emphasize the sharings that will influence and satisfy the public most.

Constructing the communication pyramid is a strategic step towards creating public opinion for peace. Communication traffic is the implementation of a communication model on each step of which there is a possibility of affecting the other and considering the peace talks in the context of a timing module. For this reason, in the first step of the communication pyramid non-state actors must take the role in the first place and carry out the premise diplomacy for the processes of the public opinion creation. As an example, the Elder's group which is composed of people having served as prime minister, the head of state and ministry of foreign affairs, is one of the effective civil society initiatives on this subject. The mission undertaken by the peace leaders such as Nelson Mandela, Martti Ahtisaari, Kofi Annan, Ela Bhatt, Jimmy Cartar, Desmond Tutu on peace

communication and education is an important initiative. The establishment of the entity under the name of "Peace Quintet" which consists of the communication network of the Elders Group in every country and guiding the communication traffic towards peace both in their countries and in world as an entity whose reliability is generally accepted in that country, establishes one of the practical points of the communication traffic. One of the important steps in communication pyramid is managing the communication content and integrating it with the peace symbols. The important thing in the communication content is codding the interview titles with the right communicative symbols and its expression. Particularly, creative communicative and art strategies have binding support in the creation of the peace symbols. One of the world's most widely known symbols of peace are pigeons. As pigeons stretch their wings for peace, in the Middle Eastern capitals with the full participation of the heads of state and government and cabinet members, flying thousands of pigeons to the sky and an art and organizing a public relations activity named "Peace Leadership stretching Their Wing for Peace in Middle East" are some of the recommended activities.

Conclusion

In order to let peace communication campaigns be successful and to spread the notion of peace among public, peace subjects should be negotiated and therefore the titles that will shape the negotiation frameworks should be detailed with communication strategies. Those titles chosen for peace to reach the peace itself should be open to negotiations and also be unifying. Hence, peace education Works should focus on the ability to give meaning to these titles. Even the sides meeting around the same table could help the conflicts fade away. Communication symbols should be formed Within the concept of the slogan "If We Can Sit Around the Same Table, There is No Deadlock Ahead". Peace communication and education campaigns are the persuasive communication processes containing the concepts such as reconciliation, conflict management and intercultural respect perspective. For this process to be successful, activating and mobilizing the international community Dynamics with the right communication processes and developing effective sensitivity models are the key elements. In intercultural communication, it would be an ideal starting point that the symbols turn into a peace art and conscience to awaken the international community's conscience and ensure a peace in consciences.

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